

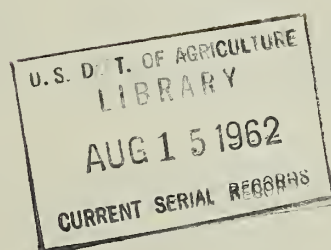
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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES



May 1962

CPFJ - 129

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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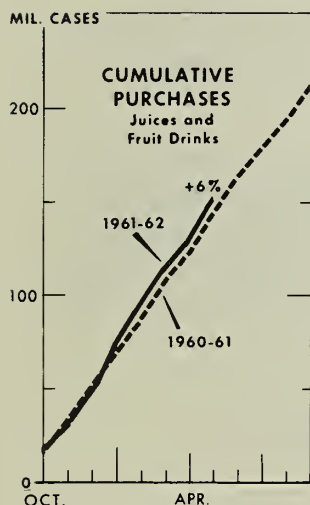
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CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
MAY 1962

By Clive E. Johnson
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Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS



Household purchases of frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks in May 1962 exceeded those of a year earlier by 8 percent or 1.5 million cases on an equivalent single-strength basis. Consumption of prune and tomato juices was up slightly; pineapple juice and pineapple-grapefruit drink, up moderately; chilled orange juice, frozen orange concentrate, orange drink, and miscellaneous fruit drinks, up 11 to 15 percent; and canned orange juice, up 24 percent. On the other hand, use of miscellaneous frozen concentrates was off 9 percent, and canned grapefruit juice, off 20 percent. By type of product, consumption of canned single-strength juices increased 2 percent; canned fruit drinks rose 11 percent; and frozen concentrates increased 12 percent.

Consumption of the 3 orange juices was up 15 percent against a gain of only 3 percent for competing products. Orange juices accounted for 45 percent of the household market for juices and fruit drinks, compared with 42 percent a year earlier.

Cumulative purchases of juices and drinks for the season through May were 6 percent -- 9.2 million cases -- ahead of 1960-61. (See chart at left.) Frozen orange concentrate, up an equivalent of 7.4 million cases, accounted for most of the gain. Relatively heavy gains in use also were reported for chilled orange juice, grapefruit juice, and miscellaneous canned fruit drinks. Small gains were made by most other products.

Prices paid for juices and canned fruit drinks averaged 4.3 cents per 6-ounce serving in May. This was a decline of 10 percent from a year earlier, reflecting lower prices for most products. Chilled and canned orange juice prices were down 12 percent, and frozen orange concentrate was

down 20 percent to a 4-year low. Other price declines were more moderate. Consumers, consequently, were able to buy a greater quantity of juices and fruit drinks for 3-percent less than in May 1961.

Expenditures for frozen orange concentrate were off 8 percent (\$1.9 million). Reduced expenditures also were reported for chilled orange juice, grapefruit juice, and miscellaneous frozen concentrated and canned juices. Expenditures for other products, however, increased with canned fruit drinks up 10 percent, or \$1.1 million.

Total consumer expenditures for the season amounted to about \$500 million, 2 percent more than in the corresponding period of 1960-61. Expenditures for the 3 orange juices were up 4 percent to account for 49 percent of the total. Expenditures for other products remained the same.

Household use of canned grapefruit sections continued to hold slightly above 1960-61 levels. Prices, however, were lower.

The indicated orange crop is 18 percent greater than in 1960-61. Utilization for fresh use and for processing are both well ahead of a year earlier, with production of frozen orange concentrate substantially above 1960-61, the previous record year. The indicated grapefruit crop is about the same.

FROZEN CONCENTRATED AND CHILLED JUICES

USE OF FROZEN ORANGE CONCENTRATE SLOWS

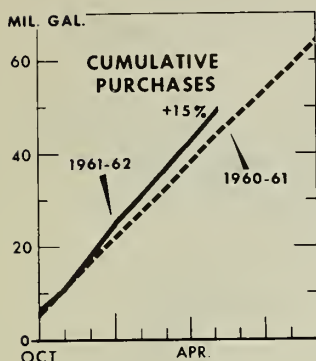
Household consumption of frozen orange concentrate in May 1962 was down 7 percent from the high levels that prevailed in the first 3 months of 1962, in spite of bountiful supplies, record production, and 4-year low prices. ^{1/}

Preliminary data for June indicate a decline of 6 percent in consumption from May. Prices held about the same.

May purchases, nevertheless, were up 15 percent (800,000 cases) in comparison with the same month of 1961. This

^{1/} Monthly and cumulative data in this report for purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

FROZEN ORANGE CONCENTRATE -- Continued



was the 5th month in succession that movement exceeded 6 million gallons. Purchases were not as great as in May 1957, the only time prior to 1962 that consumer buying exceeded the 6-million gallon mark.

Retail prices held at the April level of 16.4 cents per 6-ounce can, but were down 4 cents -- 20 percent -- from May 1961. Prices have not been lower since December 1957, when the average was 15.9 cents.

At the May price, a 6-ounce serving cost 4.1 cents, the same as canned fruit drinks, but moderately less than single-strength juices, and substantially less than chilled orange juice. The average buying family spent \$1.33 for the concentrate in May, compared with \$1.54 a year earlier. This was $2\frac{1}{2}$ times the amount spent for tomato juice, the leading competitor.

Despite the heavy increase in movement, consumer expenditures were off 8 percent -- \$1.9 million -- from May 1961. Total purchases for the season were up 15 percent (6.2 million gallons) from the same period of 1960-61. (See chart in margin.) Cumulative expenditures, however, were up only 3 percent.

About 29.5 percent of families bought orange concentrate in May. This was as much as 2 percentage points below the proportion buying in the first half of the season, and was not much above levels in 1960-61, when prices were 2 to 6 cents higher.

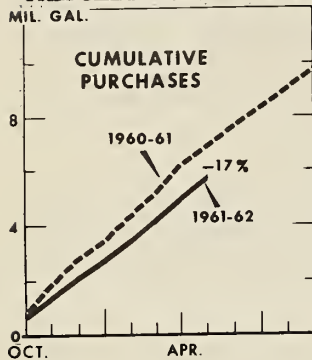
Purchases averaged 8.1 cans per buying family, a little less than in preceding months, but up 8 percent, 0.6 can, from a year earlier. The size of purchase has been greater only on a few previous occasions -- in 1957, and again in March 1960.

Purchases of competing products also increased over a year earlier, but the gain was small (4 percent) compared with that of frozen orange concentrate. As a result, share of market for frozen orange concentrate was up 2 points to 37 percent. (See page 12.)

MISCELLANEOUS CONCENTRATES STAY DOWN

Household use of miscellaneous frozen concentrates, in contrast to frozen orange, was off 9 percent -- 75,000 gallons -- from May 1961. Consumption of these juices, such as grape, grapefruit, pineapple, tangerine, and the blends, some of which contain citrus, has been slow throughout the season. And, cumulative movement at the

MISCELLANEOUS FROZEN CONCENTRATES -- Continued



end of May was 17 percent (1.1 million gallons) behind the corresponding period a year earlier.

On the average, 18.3 cents was paid for a 6-ounce can of these products. This was 0.7 cent below year-earlier prices, but was 2 cents more than was paid for frozen orange concentrate. (See page

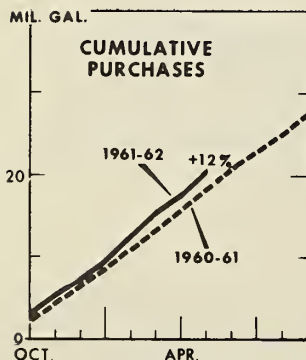
TOTAL FROZEN CONCENTRATES UP 12 PERCENT

With frozen orange dominating (89 percent) the concentrate market, total consumption of frozen concentrates was up 12 percent from May 1961, despite the loss in use of miscellaneous products.

On a single-strength basis, this represented a gain of about 860,000 cases versus an increase of 600,000 cases in use of other products (chilled orange juice, single-strength juices, and canned fruit drinks). Consequently, the market share for all frozen concentrates was up 1.4 percentage points to 41.2 percent.

Total purchases for the season were 10 percent ahead of the same period of 1960-61. The gain reflected heavy use of frozen orange concentrate beginning with January. (See page

PRICES DECLINE -- CHILLED ORANGE JUICE REACHES NEW HIGH

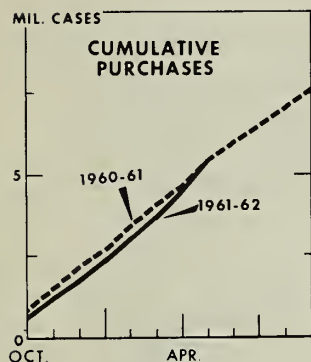


The downturn in price and upturn in household use of chilled orange juice continued in May. Retail prices were down 12 percent to a 6-year low of 35.1 cents per quart; the proportion of families buying reached a new high of 6.3 percent; and the purchase volume climbed to a record 2.8 million gallons.

Consumption was up 11 percent -- 290,000 gallons -- from May 1961. Use has been heavy throughout 1961-62, and total movement is 12 percent -- 2.2 million gallons -- ahead of a year earlier. Consumers have bought as much in 8 months of the current season as in 9 months of the preceding season.

Consumer expenditures in May were down slightly from a year earlier. Nevertheless, total expenditures for the season exceeded those in 1960-61 by 10 percent. Buying-family expenditures averaged \$1.16, second only to frozen orange concentrate. (See page 13.)

ORANGE JUICE UP



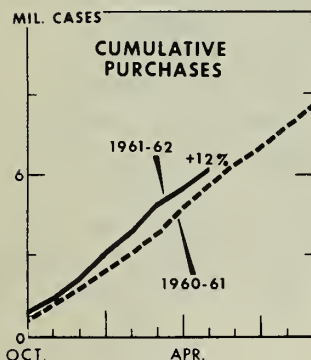
Similar to chilled orange juice, the downtrend in prices paid for canned orange juice and the upturn in purchases continued in May.

Retail prices dropped 0.6 cent from April and 5.6 cents -- 13 percent -- from a year earlier to 36.9 cents per 46-ounce can. This is about the lowest price reported since mid-1958. A 6-ounce serving thus cost 4.8 cents, or more than most competing products.

Consumption increased 24 percent (140,000 cases) over the low May 1961 volume -- the heaviest gain made by any product. And, for the first time, cumulative purchases for the season rose slightly above 1960-61, the slowest year reported in this 13-year series.

About 6 percent of families bought in May, compared with 5.4 percent a year earlier. The average size of purchase at 2.1 cans per buying family also was on the heavy side. (See page 14.)

GRAPEFRUIT JUICE TRENDS DOWN



The contraseasonal downtrend in use of canned grapefruit juice continued into May. Movement was off 20 percent from the high May 1961 volume, and was below most months since that time. Usually, May purchases are near the peak for season. Grapefruit juice and miscellaneous frozen concentrates were the only products bought in smaller volume than in May 1961.

Retail movement, however, was heavy in the first 6 months of the season, and cumulative purchases were 12 percent (650,000 cases) ahead of corresponding months of 1960-61.

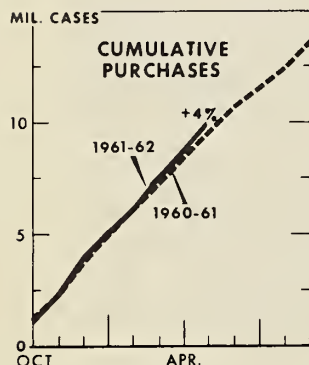
Only 4.8 percent of families bought grapefruit juice in May compared with 6.3 percent a year earlier. Except for July 1960, when only 4.5 percent bought, this was the smallest proportion reported in this 13-year series. On the other hand, the average size of purchase, 2.6 cans per buying family, was well the largest that has been made.

Retail prices averaged 27.3 cents per 46-ounce can, slightly above the 6-year low price of a year earlier. A 6-ounce serving cost 3.6 cents, the same as pineapple

GRAPEFRUIT JUICE -- Continued

and tomato juices, and pineapple-grapefruit drink. Prices paid for other competing products were at least 14 percent higher. (See page 15.)

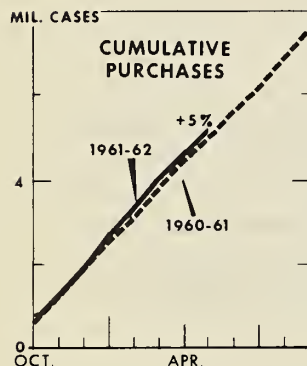
PINEAPPLE JUICE GAINS MODERATELY



Household consumption of pineapple juice was up 8 percent from a year earlier to the highest May level since 1958. Movement has been heavy in 6 of the 8 months of the season, and the cumulative total is the greatest since 1957-58.

The number of families buying was up about half a point from May 1961 to 9.7 percent of the Nation's families. Retail prices were down 1.4 cents to 27.3 cents per 46-ounce can, to make pineapple juice one of the least expensive products in May. (See page 16.)

PRUNE JUICE UP SOME

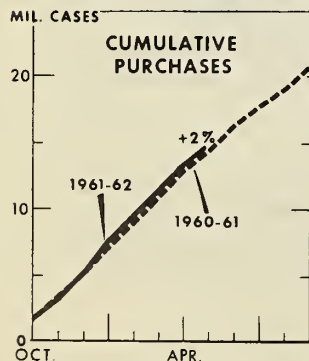


Purchases, prices paid, and expenditures for prune juice were all up slightly from May, a year earlier. Consumption has been comparatively heavy since November, and the season's purchase is up 5 percent (250,000 cases) from 1960-61. Except for 1956-57, this represented the heaviest movement yet reported for this 8-month period.

Prices paid at 44.1 cents per quart were up slightly, and consumer expenditures in May, as well as those for the season, were slightly ahead of year-earlier levels. A 6-ounce serving of prune juice cost 8.3 cents -- more than double the cost of frozen orange concentrate.

The average size of purchase at 2.4 quarts in May was one of the heaviest reported. The proportion of families buying at 6.7 percent, however, was not as great as a year earlier. (See page 17.)

TOMATO JUICE ALSO MAKES A SLIGHT GAIN



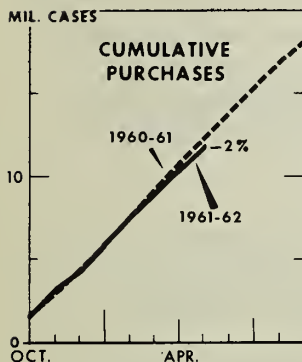
Movement of tomato juice, like prune juice, increased slightly over a year earlier. Purchases were up 3 percent, 60,000 cases, and total movement for the season through May was up 2 percent or 310,000 cases.

Retail prices were down 0.6 cent to 27.8 cents per quart. Expenditures in May, as well as those for the season, were about the same as in 1960-61.

TOMATO JUICE -- Continued

About 15.4 percent of families bought tomato juice, the same as in the preceding May. Both the proportion buying and the market share (9.3 percent) were second only to frozen orange concentrate. (See page 18.)

MISCELLANEOUS JUICES STEADY

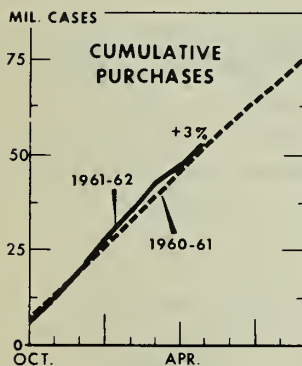


Retail prices of miscellaneous canned single-strength juices were down 1.5 cents from April, and 2.7 cents from May 1961, to 34.6 cents per 46-ounce can. This was the lowest price reported in the 2½ years comparable data are available. The product group includes such juices as apple, grape, tangerine, and the various blends, some of which contain citrus.

May purchases in contrast to the general uptrend, however, failed to increase over the same month of 1961. Total movement for the season was off about 2 percent or 300,000 cases from 1960-61.

Consumption of miscellaneous juices averaged 1.5 cans among the 18.8 percent of families buying. Because of the small size of purchase, buying-family expenditures (51 cents) were well below those for other products. (See page 22.)

TOTAL CANNED JUICES LOSE IN MARKET SHARE



Total consumption of canned juices in May increased only 2 percent over a year earlier in contrast to gains of 11 or 12 percent in use of frozen orange concentrate, chilled orange juice, and canned fruit drinks. As a result, the share of market was down 2 percentage points to 34.2 percent. Market shares in the current season usually have been below those of 1960-61.

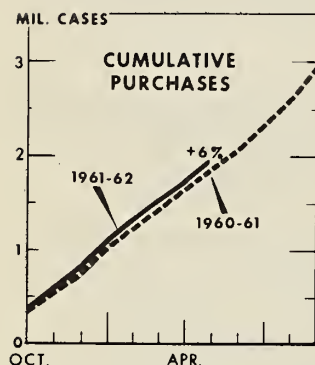
Prices paid for single-strength juices averaged 33.6 cents per 46-ounce can, down 1.3 cents from May 1961. This represented a cost of 4.4 cents per 6-ounce serving, compared with 4.1 cents for frozen orange concentrate and canned fruit drinks, and 6.6 cents for chilled orange juice. Although purchases of single-strength juices lacked 7 percent of equaling those of frozen orange concentrate, the amount spent was almost the same.

About 43 percent of families bought canned juices in both May 1961 and 1962. This was nearly double the proportion buying canned fruit drinks and half again as great as the proportion buying frozen orange concentrate.

TOTAL CANNED JUICES -- Continued

Consumption of canned juices has been above year-earlier levels in most months of the season, and cumulative purchases through May were up 3 percent (1.3 million cases). (See chart in the margin.) In comparison, the season's use of canned fruit drinks increased 4 percent, and frozen concentrates, 10 percent. (See page 23.)

GRAPEFRUIT SECTIONS EDGE UP



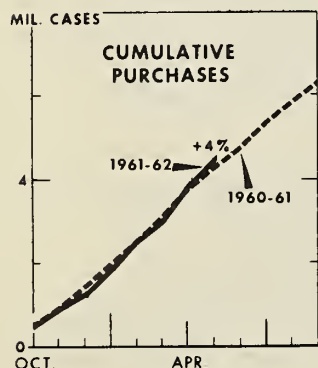
Household use of canned grapefruit sections was slightly greater than in May 1961. Consumption has been above year-earlier levels in most months of the season, and total use through May was 6 percent or 110,000 cases ahead of 1960-61.

Purchases averaged 3.3 cans among the 3.6 percent of families that bought the product. Both components of total movement were about the same as a year earlier.

Retail prices of 20.2 cents per No. 303 can were down 0.8 cent from the preceding May to continue the comparatively low price level that has persisted in the current season. Thus, the season's expenditure held at the year-earlier level, despite the increase in volume. (See page 21.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK REMAINS NEAR PEAK



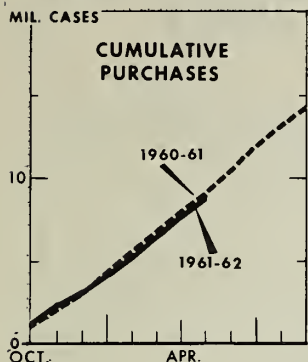
May consumption of canned orange drink increased 15 percent (90,000 cases) over the same month of 1961 to about equal the record level of the preceding month. The heavy May volume, together with that of April, brought the cumulative total for the season to 4 percent (150,000 cases) above the corresponding period a year earlier.

About 4.6 percent of families bought the product, compared with 4.2 percent both a year and 5 years earlier. The average size of purchase at 2.4 cans per buying family was a little greater than in May 1961. (See page 19.)

PINEAPPLE-GRAPEFRUIT DRINK SHOWS SOME GAIN

Purchases of pineapple-grapefruit drink were up 5 percent from the unusually low May 1961 volume. Retail movement had been below year-earlier levels since November, and consequently, cumulative purchases for the

PINEAPPLE-GRAPEFRUIT DRINK -- Continued

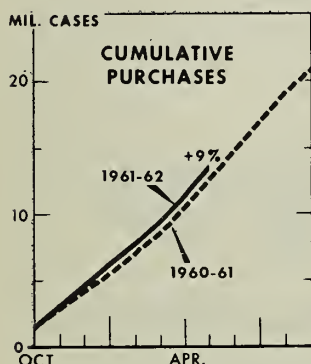


season remained a little behind 1960-61. The share of market also remained below a year earlier, in contrast to the gains made by other fruit drinks.

The average size of purchase was up moderately to 2.6 cans per buying family. The number of buyers, however, continued to be relatively small.

Prices paid at 27.5 cents per 46-ounce can were on the low side, as they have been in most months of the season. (See page 20.)

MISCELLANEOUS FRUIT DRINKS BOUGHT IN RECORD VOLUME

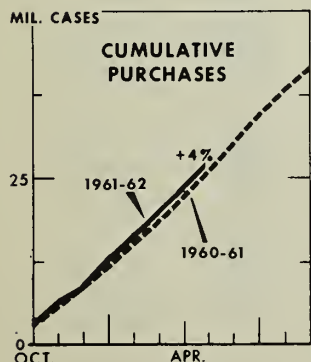


Consumption of miscellaneous fruit drinks was up 13 percent from May 1961 to a new peak of 2.2 million cases. This product group contains the canned, noncarbonated fruit drinks, punches, ades, and blends (some containing citrus) other than orange drink and pineapple-grapefruit drink, which are separately reported.

Nearly 15 percent of families bought one or more of these drinks in May, compared with only 13.5 percent in the same month of 1961. The average size of purchase remained at 2.6 cans. Retail prices held at 33.9 cents per 46-ounce can.

Cumulative purchases for the season were up 9 percent, or 1.1 million cases. Cumulative expenditures also increased 9 percent. (See page 22.)

TOTAL FRUIT DRINKS UP 11 PERCENT

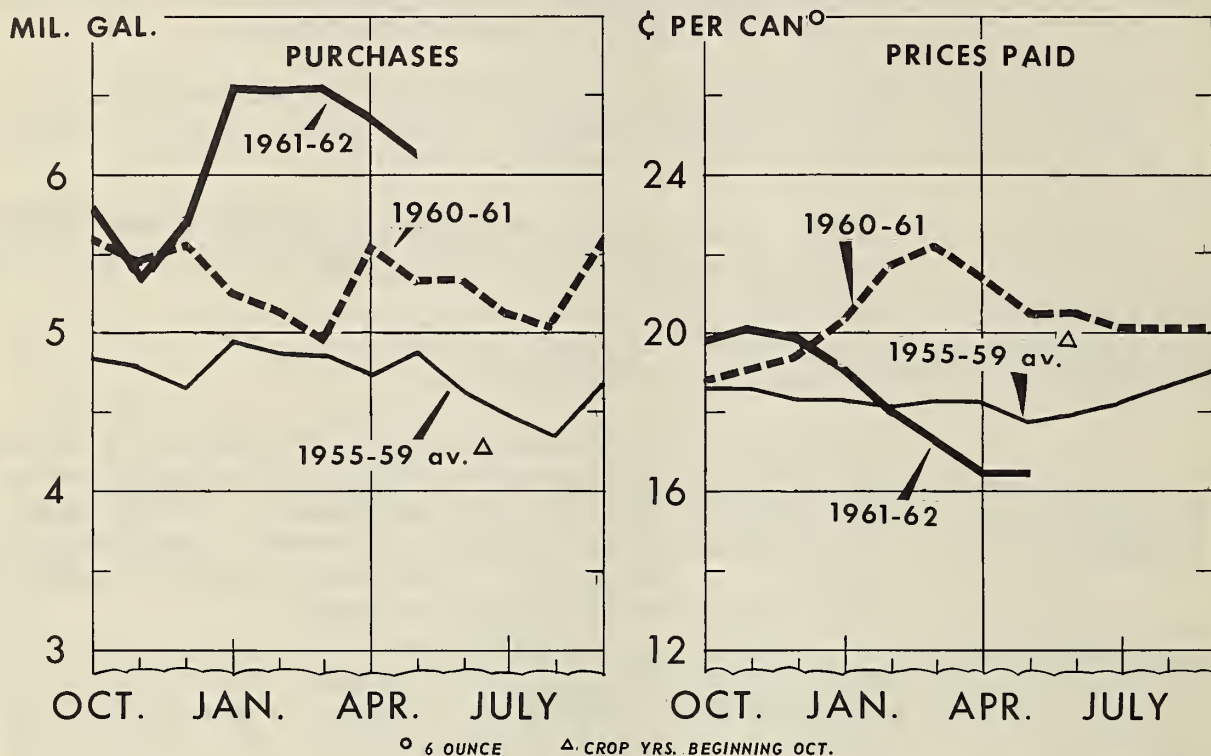


The number of families using canned fruit drinks and the average size of purchase continued to increase in May. Movement was up 11 percent -- 400,000 cases -- from a year earlier. And, while use of frozen orange concentrate was down from April, consumption of fruit drinks increased an equal amount.

Retail prices held at 31.7 cents per 46-ounce can. About 22.3 percent of families bought, a gain of 1.5 points over the proportion buying in May 1961. The average size of purchase at 3.1 cans per buying family also was on the heavy side. (See page 23.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

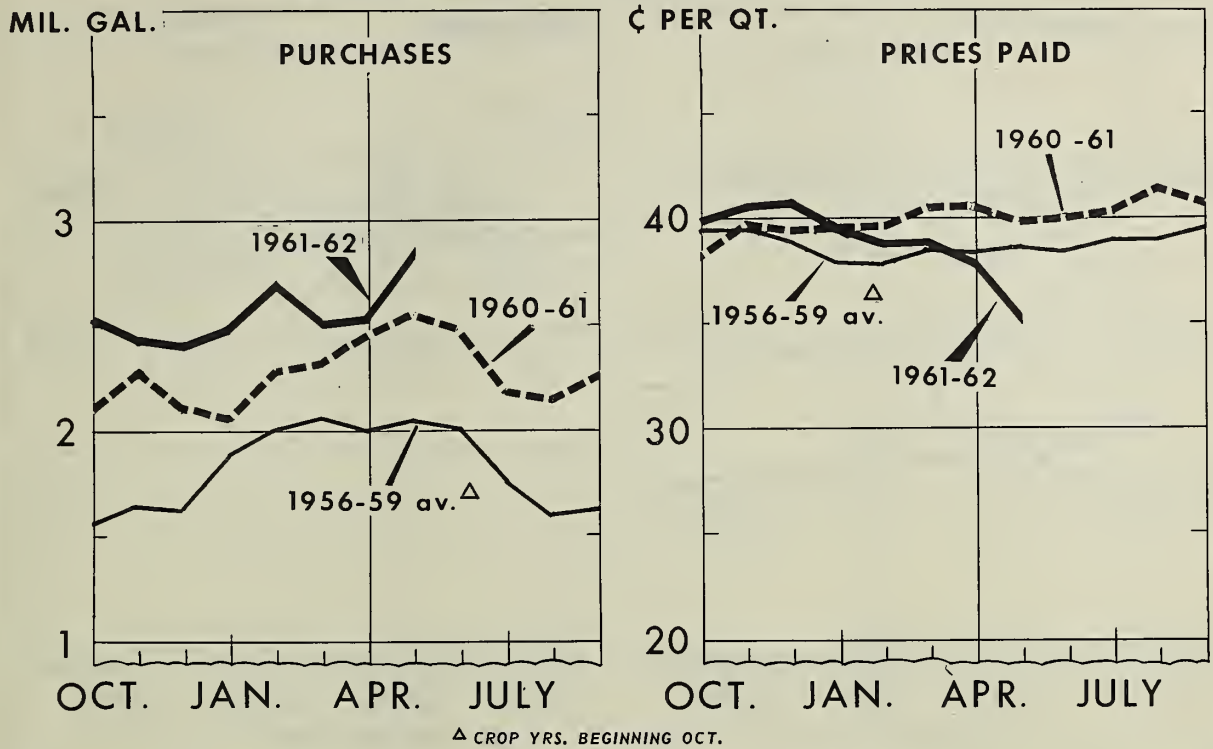
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May	6,123	5,325	4,894	29.5	29.2	49	45	16.4	20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Apr.-Jun.		16,180	14,271							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Jul.-Sep.		15,645	13,514							
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

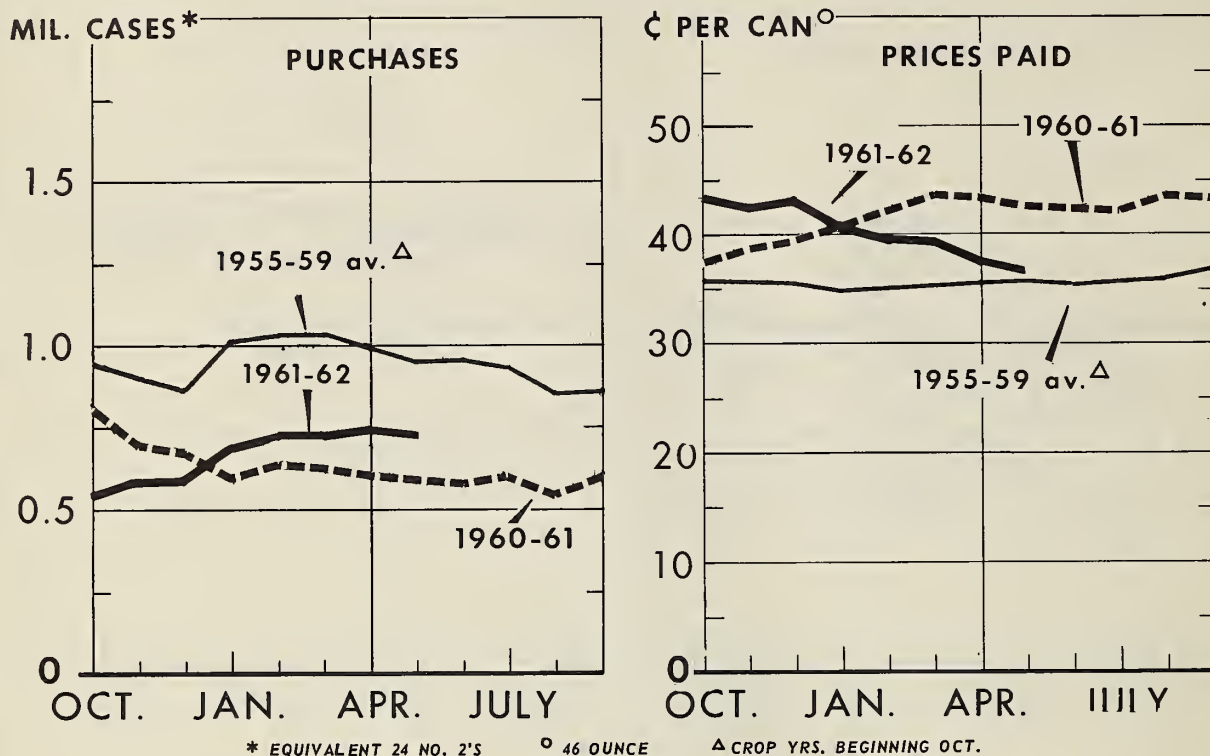
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May	2,840	2,553	2,060	6.3	5.4	106	114	35.1	39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Apr.-Jun.		7,513	6,082							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Jul.-Sep.		6,643	5,047							
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

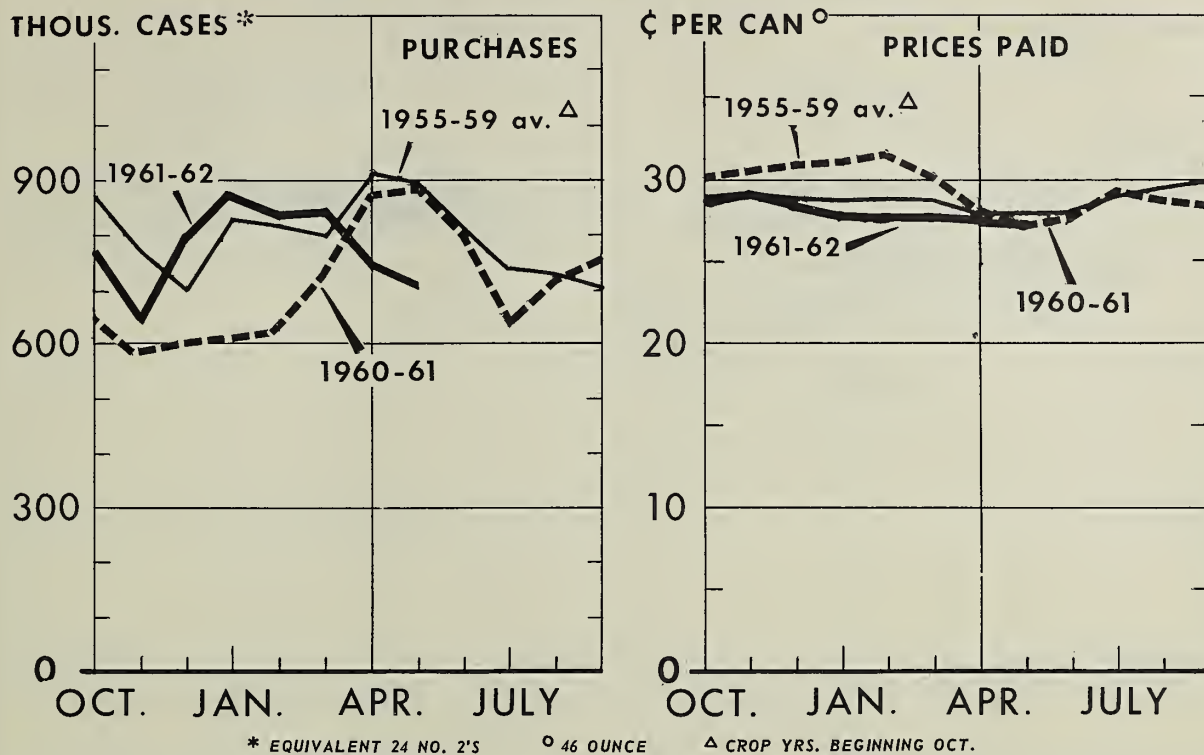
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May	734	593	953	6.0	5.4	97	90	36.9	42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Apr.-Jun.		1,765	2,911							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Jul.-Sep.		1,751	2,656							
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

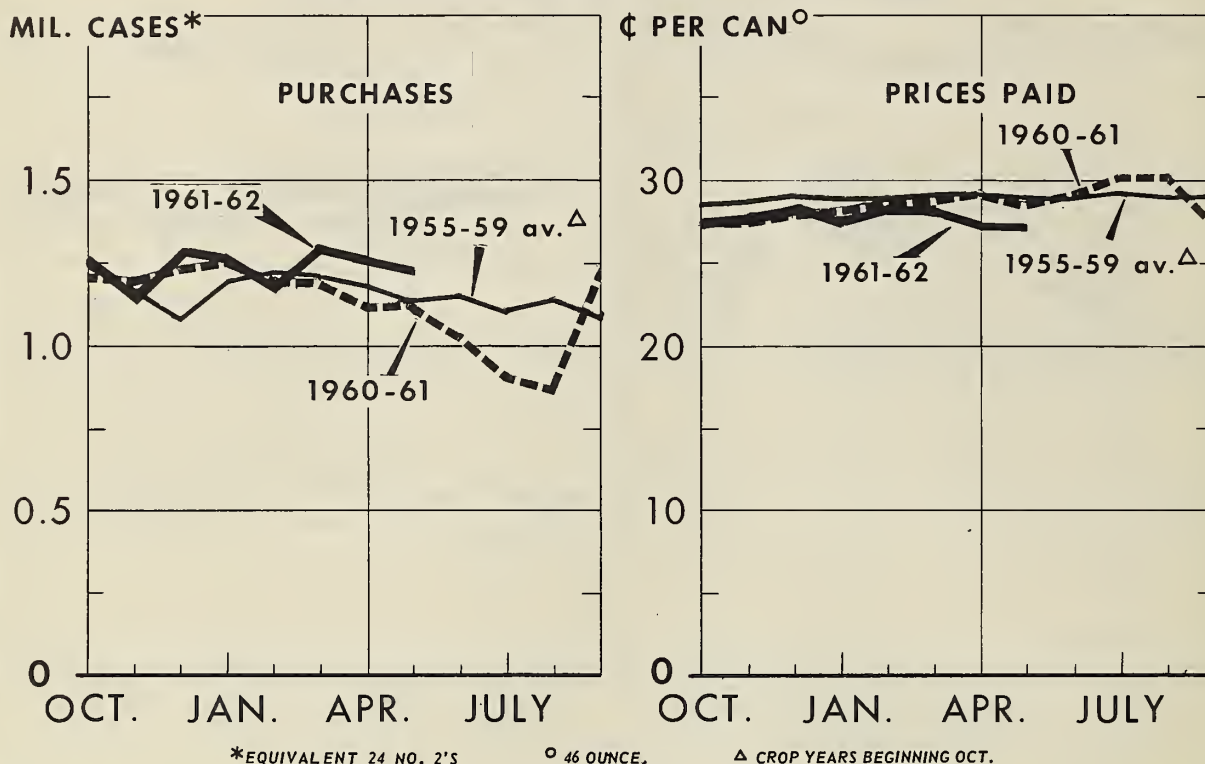
Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May	708	881	898	4.8	6.3	118	113	27.3	27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Apr.-Jun.		2,552	2,627							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Jul.-Sep.		2,110	2,170							
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

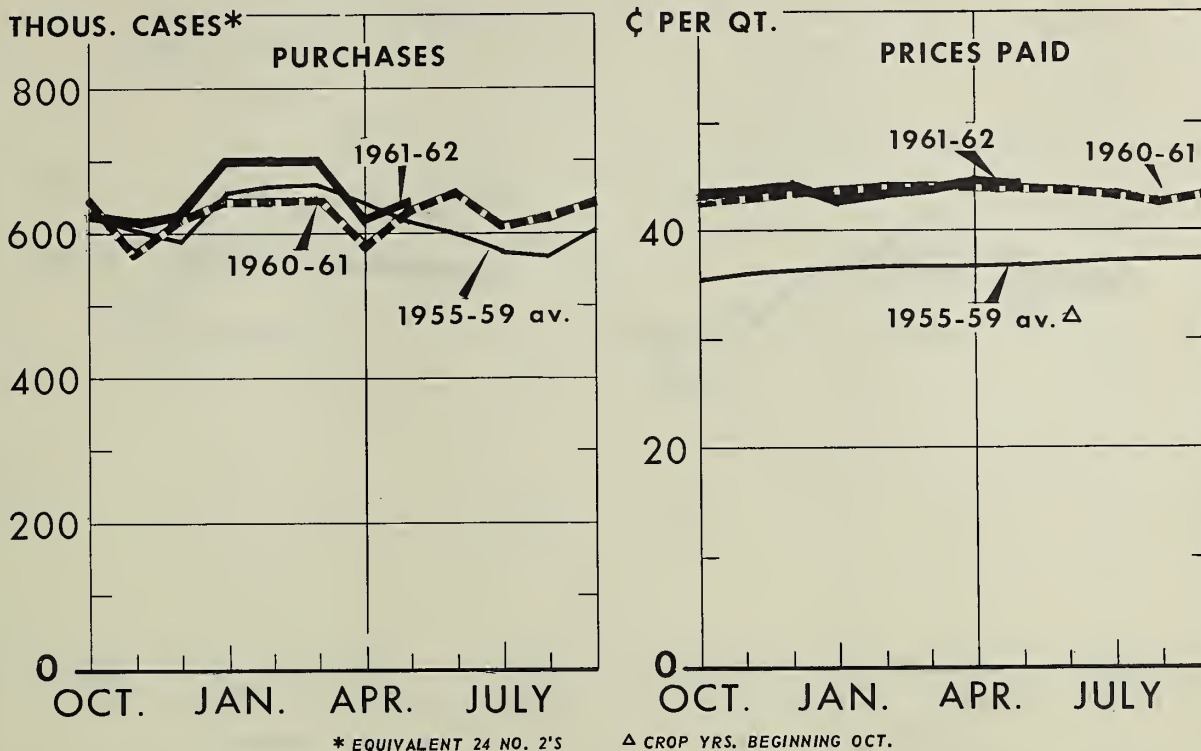
Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May	1,234	1,146	1,146	9.7	9.1	101	102	27.3	28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Apr.-Jun.		3,294	3,486							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Jul.-Sep.		3,024	3,353							
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

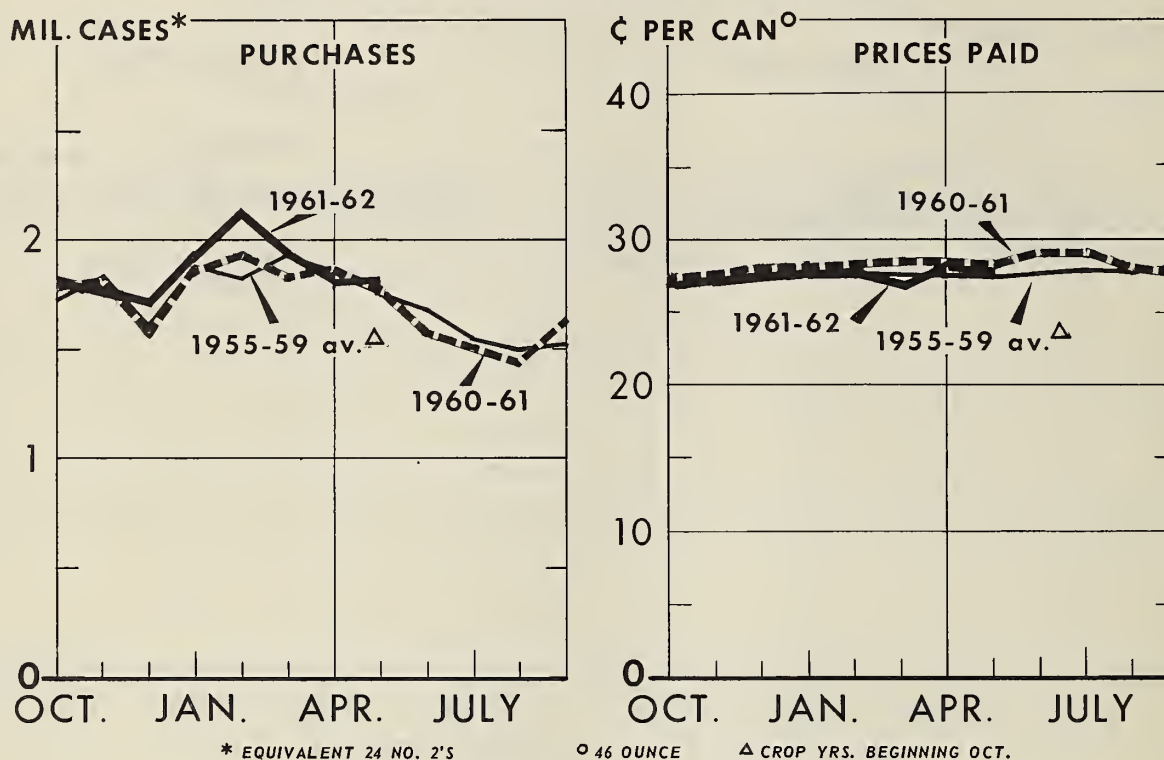
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May	643	631	616	6.7	6.9	76	75	44.1	43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Apr.-Jun.		1,872	1,858							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Jul.-Sep.		1,881	1,751							
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

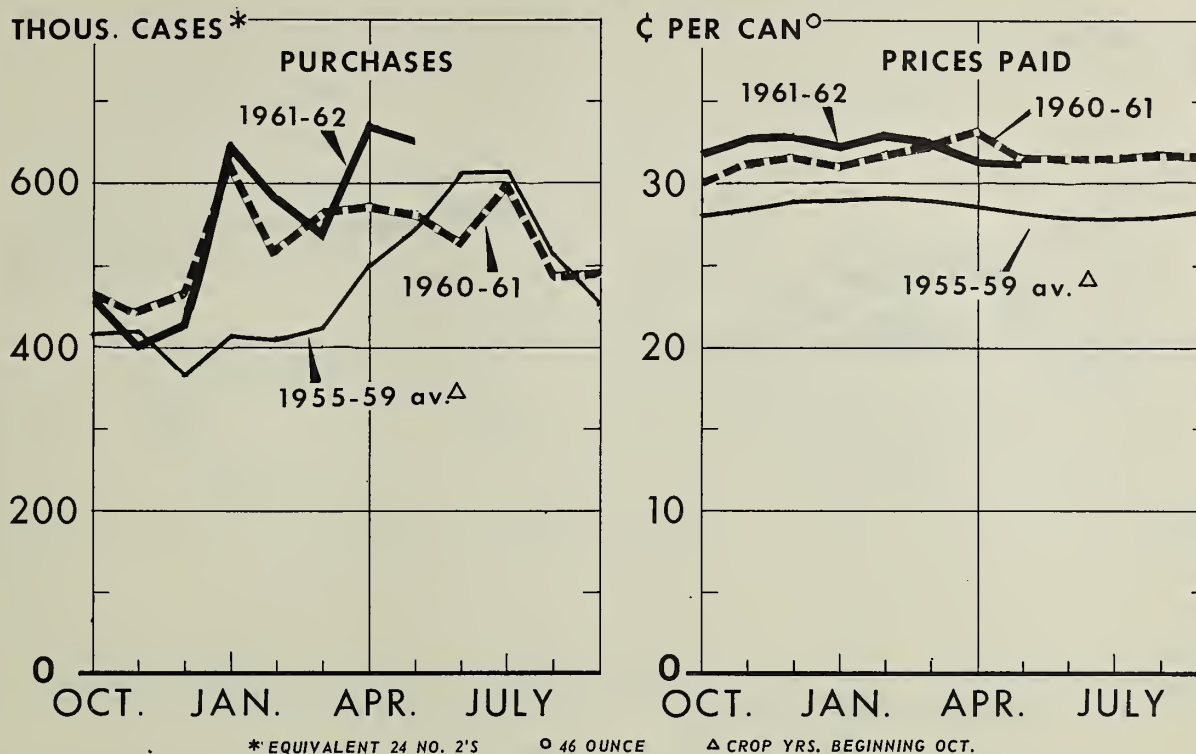
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91		28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May	1,832	1,771	1,750	15.4	15.5	94	93	27.8	28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Apr.-Jun.		5,223	5,301							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Jul.-Sep.		4,651	4,560							
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

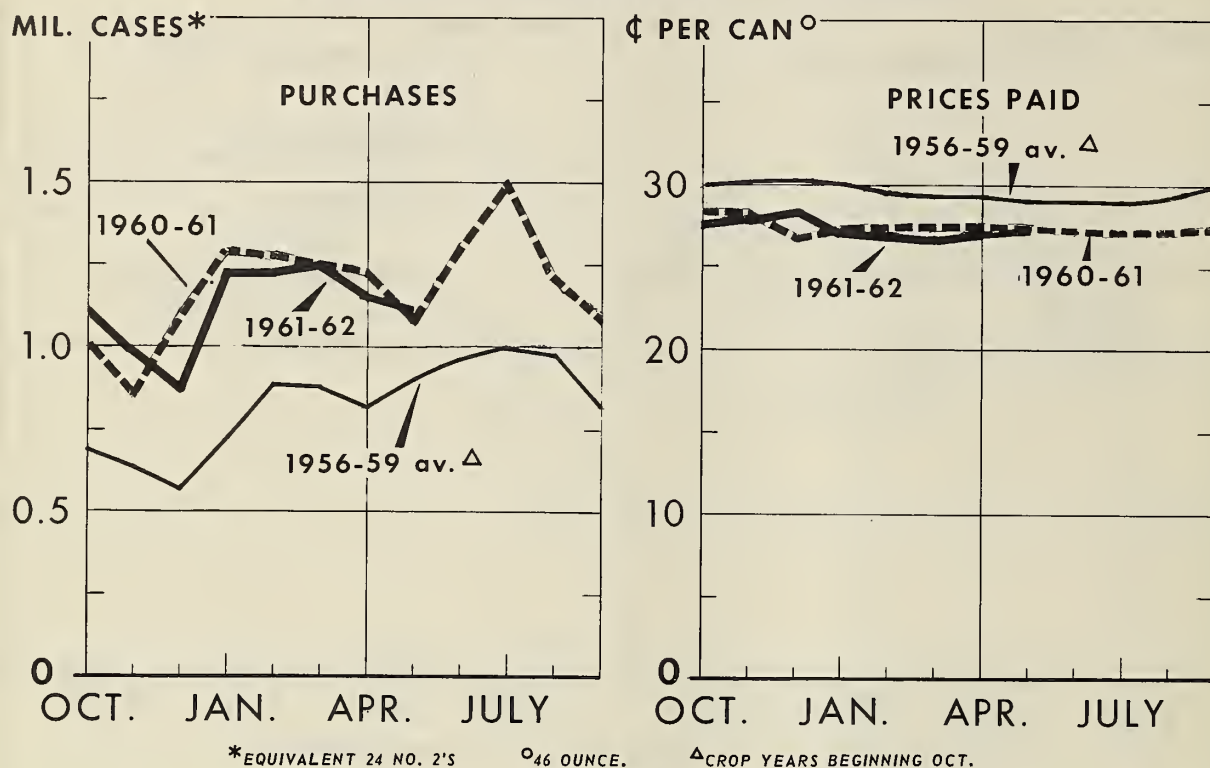
Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May	650	564	542	4.6	4.2	113	109	31.3	31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Apr.-Jun.		1,666	1,657							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Jul.-Sep.		1,574	1,630							
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

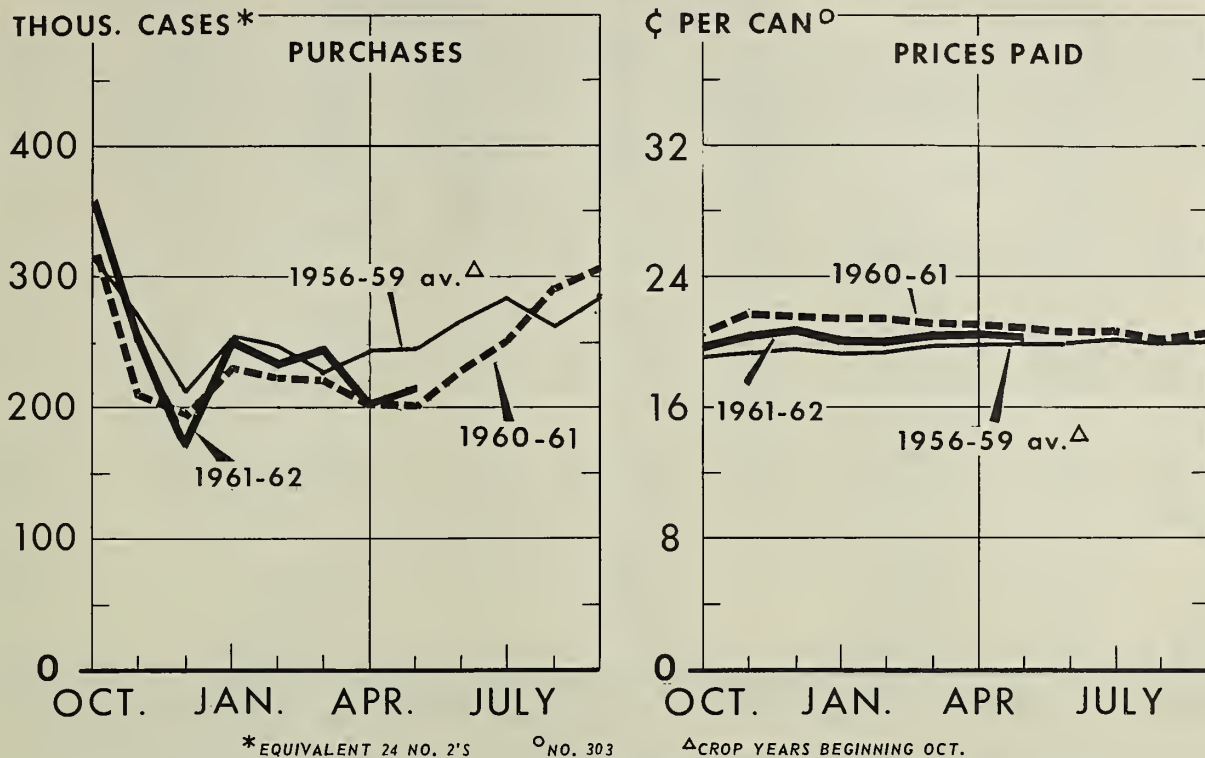
Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May	1,120	1,067	913	7.4	7.5	120	116	27.5	27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Apr.-Jun.		3,606	2,709							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Jul.-Sep.		3,795	2,799							
Season		14,213	9,906					27.5	27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May	214	209	246	3.6	3.7	53	50	20.2	21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Apr.-Jun.		643	754							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Jul.-Sep.		854	830							
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May	1,594	1,603	18.8	18.9	67	69	34.6	37.3
Jun.		1,540		19.5		64		36.8
Apr.-Jun.		4,812						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Jul.-Sep.		4,387						
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May	2,230	1,970	14.9	13.5	119	118	33.9	33.9
Jun.		2,224		15.1		120		33.7
Apr.-Jun.		6,013						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Jul.-Sep.		6,044						
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	cases	cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May	6,745	6,625	42.6	42.7	126	126	4,000	3,601	22.3	20.8	142	140
Jun.		6,202		42.2		119		4,065		23.2		142
Apr.-Jun.		19,518						11,285				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Jul.-Sep.		17,804						11,413				
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,718	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May	3,925	3,546	443	346	497	442	535	640	153	145
Jun.		3,535		333		430		581		159
Apr.-Jun.		10,775		1,029		1,300		1,853		447
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Jul.-Sep.		10,372		1,022		1,149		1,536		594
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

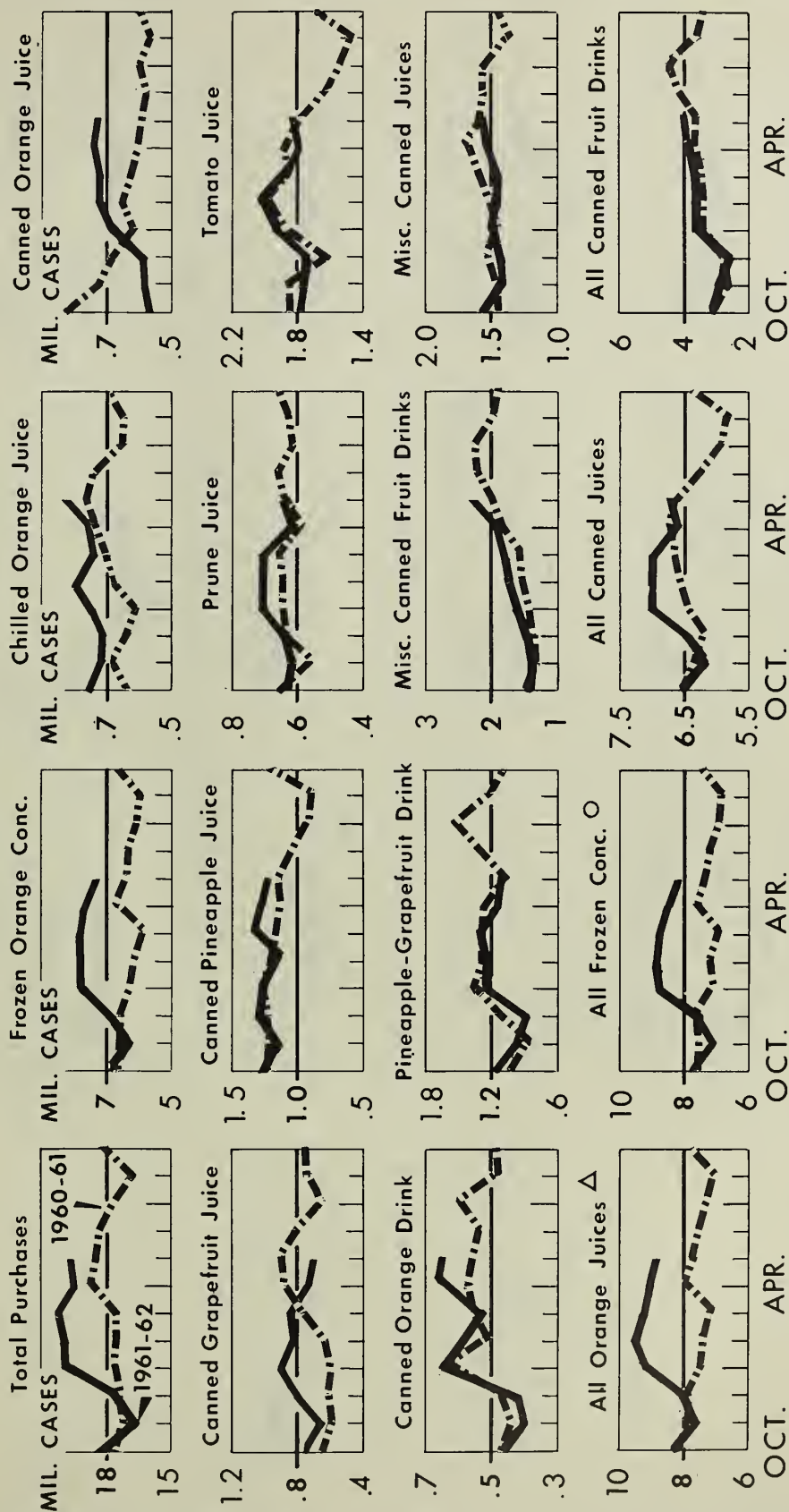
Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, May 1961 - May 1962 1/

Commodity	Total purchases			Proportion of families buying		Purchases per buying family				Average price paid per can	
	Volume		Change from May 1961 to May 1962	Share of market		Number	Average size of purchase		Quantity per month	Average price paid per can	
	May 1962	May 1961		May 1962	May 1961		May 1962	May 1961		May 1962	May 1961
FROZEN CONCENTRATED JUICES:	1,000 gals.	1,000		Pct.	Pct.	No.	Ozs.	Ozs.	Ozs.	Cents	Cents
Orange	6,123	5,325	+15	36.8	34.6	1.9	2.1	25.1	49	6	16.4
Miscellaneous	733	808	-9	4.4	5.2	---	---	16.6	---	6	18.3
Total	6,856	6,133	+12	41.2	39.8	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,840	2,553	+11	4.3	4.2	2.4	2.8	42.5	106	32	35.1
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000									
Orange	734	593	+24	3.7	3.2	1.7	1.7	57.0	97	46	36.9
Grapefruit	708	881	-20	3.6	4.8	1.5	1.5	76.0	118	46	27.3
Pineapple	1,234	1,146	+8	6.2	6.3	1.4	1.5	74.2	101	46	27.3
Prune	643	631	+2	3.3	3.5	1.8	1.9	41.2	76	32	44.1
Tomato	1,832	1,771	+3	9.3	9.7	1.5	1.5	62.3	94	46	27.8
Miscellaneous	1,594	1,603	-1	8.1	8.8	1.7	1.7	38.7	67	46	34.6
Total	6,745	6,625	+2	34.2	36.3	2.3	2.4	53.8	126	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	650	564	+15	3.3	3.1	1.4	1.4	80.4	113	46	31.3
Pineapple-grapefruit	1,120	1,067	+5	5.7	5.8	1.4	1.4	86.2	120	46	27.5
Miscellaneous	2,230	1,970	+13	11.3	10.8	1.8	1.8	65.9	119	46	33.9
Total	4,000	3,601	+11	20.3	19.7	1.9	2.0	73.0	142	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	19,711	18,251	+8	100.0	100.0	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	214	209	+2	---	---	3.6	3.7	35.9	53	4/16	20.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

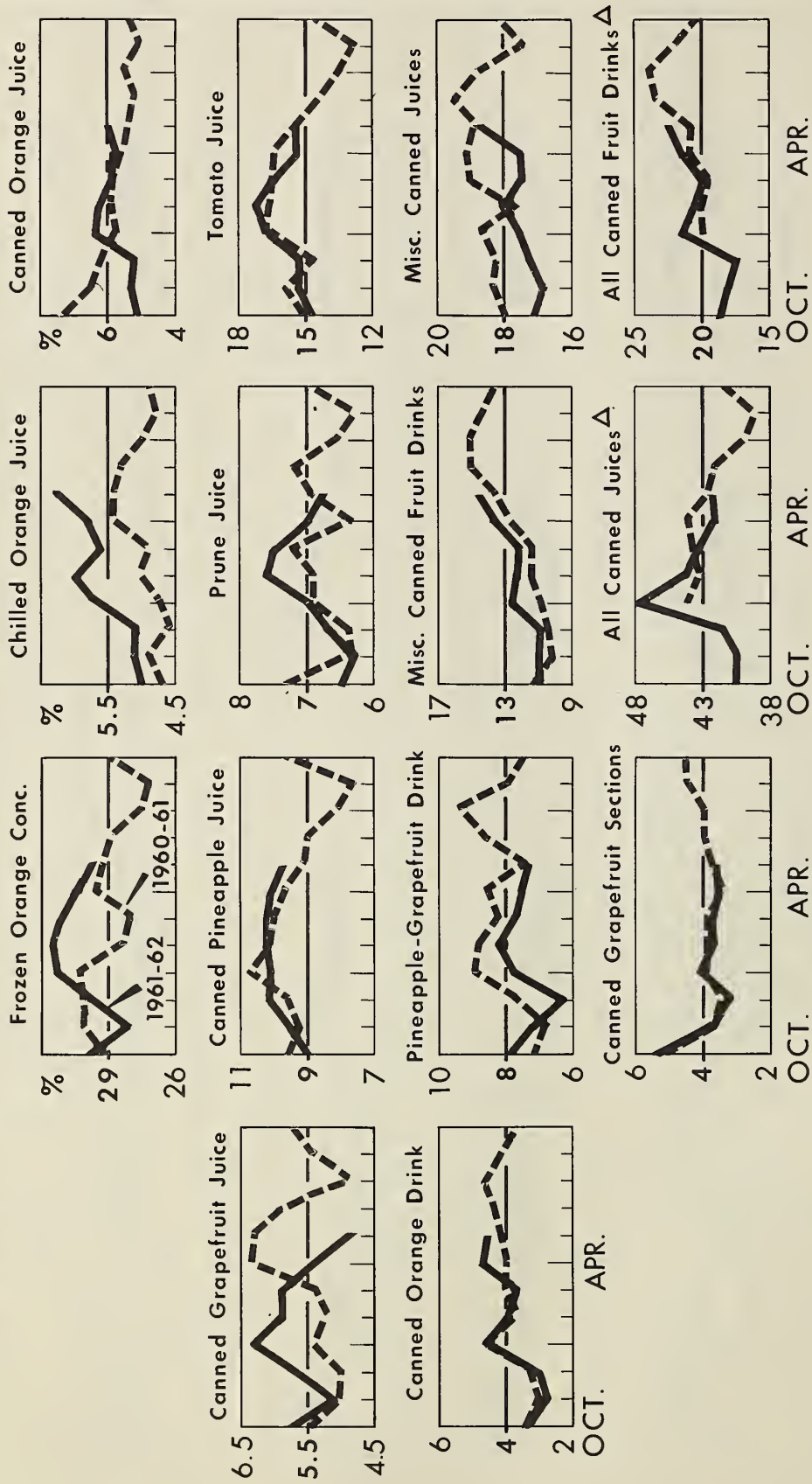
Equivalent Single-Strength Cases of 24 No. 2's



Δ CONCENTRATE, CHILLED AND CANNED O INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

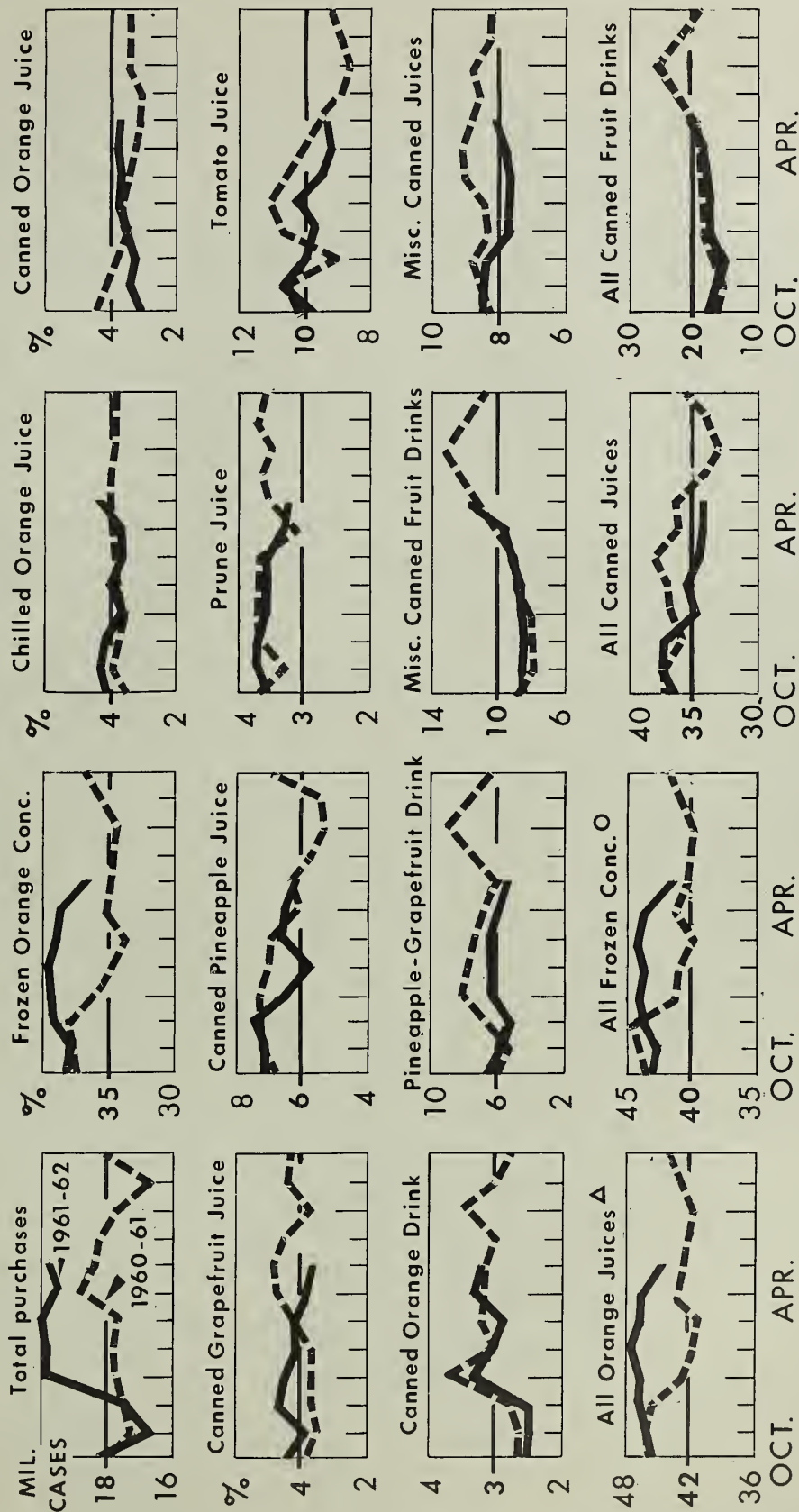
PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



△ DATA NOT AVAILABLE FOR OCT. - DEC. 1960.

Figure 12

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

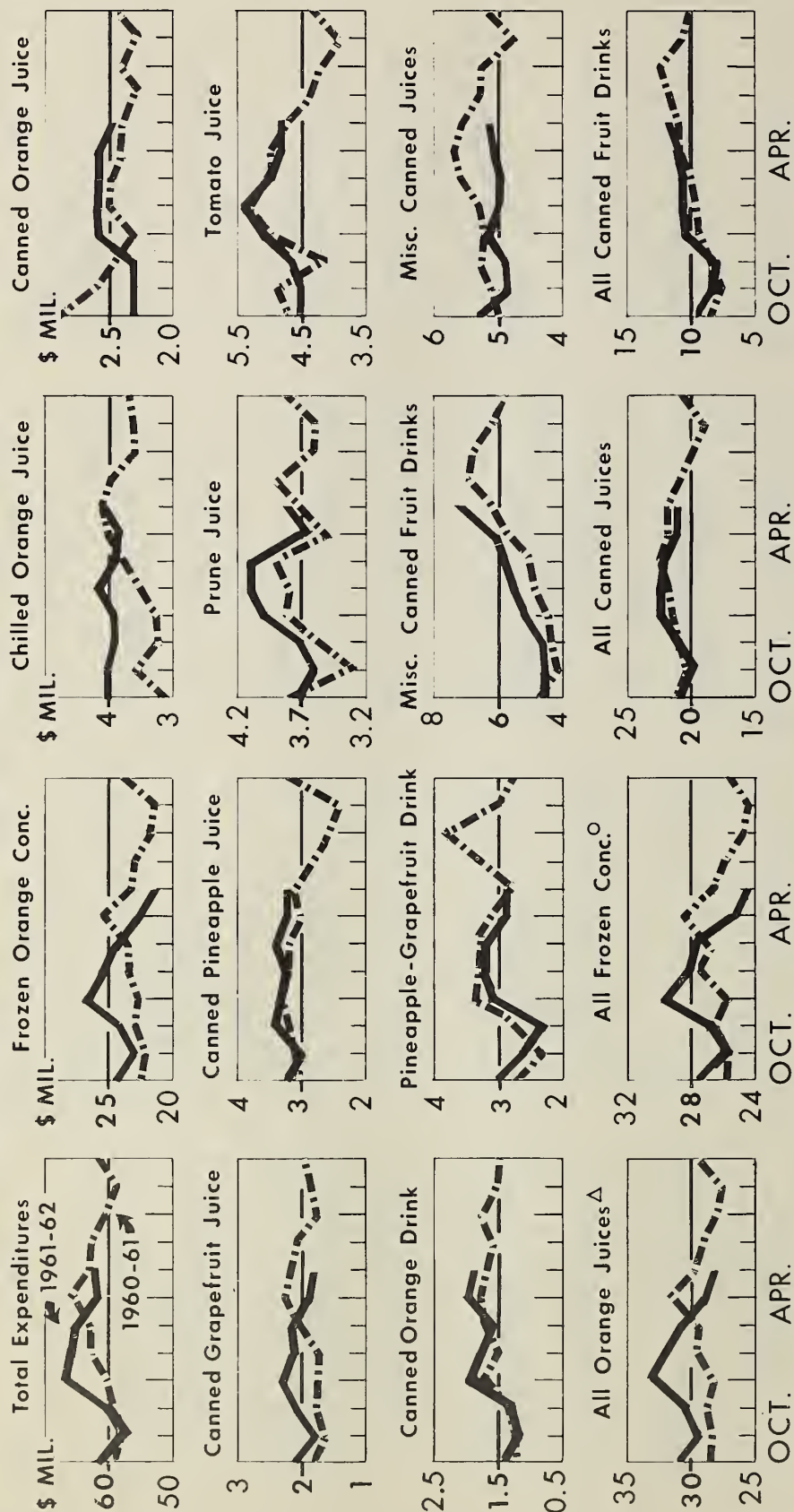


Figure 14